



**Request for Qualifications/Proposals (RFQ/P)  
For the South Pasadena Batting Cages  
660 Stoney Drive**

The City of South Pasadena (City) Community Services Department is soliciting Request for Qualifications/Proposals (RFQ/P) from interested persons and/or firms to provided services in managing and operating the South Pasadena Batting Cages (Batting Cages) at 660 Stoney Drive. Persons and/or firms interested in the Batting Cages are invited to submit a response following the procedures and schedule in the RPF. Applicants must communicate their qualifications and confirm their professional capabilities to provide the proposed services.

**BACKGROUND**

The City of South Pasadena Batting Cages facility was built in 2003. There are six (6) batting cages, a pitching /practice area, and a concession/office building. While an asset to the agency, the property is in fair condition, and facility maintenance needs have arisen in the past few years. The City has partnered with professionals to oversee the management and operations of the facility since its opening in 2003.

**HOURS OF OPERATIONS**

The batting cages and facilities shall be operated and opened, weather permitting, for business at least six (6) hours per day or longer, year-round except specific holidays such as Christmas and New Years Day. In no event shall batting cages or any of its facilities be open for business during the hours of 10:00 pm to 6:00 am without the written approval of the City's Representative. The operator shall operate the business daily, enabling the largest number of participants to enjoy the facility.

**CITY OBJECTIVES**

The City intends to enter into a Lease Agreement for the management, operations, maintenance, and improvements of the facility. The City will retain ownership of the property, and will partner with a manager/operator to make onsite improvements. The goals and objectives for the facility include, but are not limited to:

- Restore the South Pasadena Batting Cages to first-class conditions and maintain upkeep
- Provide a positive experience for all levels of baseball and softball

- Provide an affordable recreational asset for the benefit of all City residents
- Develop and implement batting/pitching lessons, classes, and camps
- Provide the City with a consistent source of revenue

## **SCOPE OF SERVICES**

The minimum required Scope of Services includes, but is not limited to:

- Hiring, training, supervision, management, and discharge of employees
- Implementation and management of improvements and repairs of deferred maintenance and ongoing maintenance
- Proactive marketing of the batting cages and all onsite activities such as lessons and camps
- Involvement in community programs to establish a relationship with the City and the community we serve
- Establish and maintain a financially viable recreational asset that will benefit the public, operator, and the City

Applicants shall provide a detailed description of services, inclusive of the scope provided above. It should be understood that the City reserves the right to negotiate the final Scope of Services with the selected operator.

## **TERMS**

The anticipated initial term of the agreement shall be for five (5) beginning on May 1, 2022 (the “Commencement Date”) and ending on June 30, 2027 (the “Initial Term”). The City shall have the right and option to extend the term of the agreement at the end of the Initial Term for an additional five (5) year option period. The terms of the agreement are subject to negotiation.

## **RENT**

Subject to negotiations in consideration of operator investment and other factors.

## **OPERATOR INVESTMENT**

The City seeks to identify a manager/operator who is interested in investing in the facility improvements to re-establish the South Pasadena Batting Cages as a premier recreational facility. Please include in your proposal the amount of capital as well as the list of improvements that you will look to pursue.

## **INSURANCE REQUIREMENTS**

The manager/operator for this facility must carry insurance and include the City of South Pasadena as additionally insured. Insurance coverage shall be at least in the following minimum amounts:

- Professional Liability Insurance: \$2,000,000 per occurrence, \$2,000,000 aggregate
- General Liability:
  - General Aggregate: \$2,000,000
  - Products Comp/Op Aggregate \$2,000,000
  - Personal & Advertising Injury \$2,000,000
  - Each Occurrence \$2,000,000
  - Fire Damage (any one fire) \$ 100,000
  - Medical Expense (any 1 person) \$ 10,000
- Workers' Compensation:
  - Workers' Compensation \$ 100,000
  - Employer's Liability Insurance- Each Accident
  - Employer's Liability Insurance- Disease - Policy Limit
  - Employer's Liability Insurance- Disease - Each Employee
- Automobile Liability
  - Any vehicle, combined single limit \$1,000,000

### **CITY'S REPRESENTATIVE**

The City's Representative is the Director of Community Services who is authorized, on behalf of the City, to administer the agreement and monitor the operator's compliance with the terms. Unless otherwise notified by the City through its City Manager, the operator shall deal exclusively with the Director of Community Services or their designee and shall have the right to rely upon decisions rendered by the Community Services Director. The operator shall meet with the City's Representative at least monthly and on an as-needed basis, to review operations and progress under the agreement. City Representative and Operator shall work together in good faith to increase play and participation at the City facility, increase revenue generation, enhance maintenance and upkeep of the facility, and improve upon operations of the Batting Cages.

### **EVALUATION CRITERIA**

The City has established the following criteria for use in evaluating the RFQ/P, and each section will be assigned a point range. The highest-ranking respondents will be invited to participate in an oral interview as the second step in the evaluation process:

- Direct Related Capability and Experience
  - Batting Cage operations
  - Capital Improvement to Batting Cages
  - Key Team members who will manage operations and the repairs and improvements
- Financial Viability
- Proposed Revenue to the City
- Planning and Approach

- Management and Operations
  - Reporting procedures
  - Batting cage fee structure
  - Lesson and class fee structure
  - Other potential events or activities
  - Pro Shop and product sales
- Comprehensive Marketing Plan
- Community Involvement
- References

## **PROPOSAL EVALUATION**

Your proposal will be evaluated by a Selection Committee appointed by the City. Sheila Pautsch, Director of Community Services for the City of South Pasadena, will facilitate the selection process. Each proposal will be evaluated based on the above criteria, rated on an Evaluation Form. This form will be used to rank each of the submitted proposals. After a shortlist is selected for oral interviews, this form will also rank those interviewed. The combination of the written and the oral rankings will be used in the selection process. The rankings will be used as a guide and may not be the only determining factor in the final selection.

## **QUALIFICATIONS/ PROPOSAL SCHEDULE**

The tentative schedule for this Request for Qualifications/Proposals is as follows:

- |   |                           |
|---|---------------------------|
| • RFQ/P Issue Date                        | February 16, 2022         |
| • Mandatory Pre-Proposal Meeting          | February 24, 2022 1:00 pm |
| • Proposal due                            | March 7, 2022 by 4:00 pm  |
| • Evaluation & Interviews                 | March 9 - March 17, 2022  |
| • Committee Review and Recommendation     | April 7, 2022             |
| • City Council Authorization to Negotiate | April 20, 2022            |
| • Award Contract and Begin Operations     | June 1, 2022              |

## **MANDATORY PRE-PROPOSAL WALKTHROUGH**

A mandatory pre-proposal walkthrough will be held at the South Pasadena Batting Cages on Thursday, February 24, 2022, at 1:00 PM. The walkthrough will include a tour of the entire facility and an in-depth question and answer session. Only the proposals of firms whose representatives attended and participated in the mandatory pre-proposal meeting will be considered. Please RSVP to Sheila Pautsch, Community Services Directors, via email at [SPautsch@southpasadenaca.gov](mailto:SPautsch@southpasadenaca.gov) by 12:00 PM/noon on Wednesday, February 23, 2022 if you plan to attend the mandatory pre-proposal meeting.

Note: Any additional site visits must be approved, in advance, by the Director of Community Services, Proposers making such visits shall be accompanied by the Director or her Designee.

## **QUESTIONS/CORRESPONDENCE**

Questions or correspondence regarding this RFQ/P should be directed to:

Sheila Pautsch  
Director of Community Services  
City of South Pasadena  
815 Mission Street  
South Pasadena, CA 91030  
Office 626-403-7362  
Email: [spautsch@southpasadenaca.gov](mailto:spautsch@southpasadenaca.gov)

If a question results in a change to the RPQ/P, the City will notify by email each firm that participated in the pre-proposal conference.

## **SUBMISSION OF PROPOSAL**

All proposals must be received by Monday, March 7, 2022, by 4:00 PM. Please submit a total of five (5) copies of the proposal (8 1/2 X 11 format only) in a sealed envelope labeled **RPQ/P – South Pasadena Batting Cages** to:

City of South Pasadena Recreation Division  
Attn: Sheila Pautsch, Director of Community Services  
815 Mission Street  
South Pasadena, CA 91030

The above address must receive the proposals by the closing date and time indicated. Businesses mailing or shipping their proposals must allow sufficient delivery time to ensure timely receipt of their proposal by the specific time. Late Proposals will not be accepted.

Proposers are encouraged to submit creative solutions to achieve the City's goals and objectives for the batting cages. The following is a guide to the order of materials in a written submission:

- Cover letter
- Table of Contents
- Direct Related Capacity and Experience
- Financial Viability

- Related/ Relevant Financial statements
- Proposed Revenue Projections
- Planning and Approach
  - Alternative Approach
  - Annual Plan
- General Maintenance and Operational Plan
  - Maintenance Plan and Schedule
  - Proposed User Fee
  - Facility Use Plan
- Marketing Plan and Methodology
- Community Involvement Plans
- References

## **STATEMENT OF RIGHTS AND UNDERSTANDING**

The City may, in its sole discretion, exercise the following rights and options concerning this Request for Proposals:

- To accept, reject or negotiate modifications to any or all proposals as it shall, in its sole discretion, deem to be in its best interest; to issue additional solicitations for proposals and or addenda to the RFP;
- To award the contract to the respondent, the City has determined to be the most responsive, who has submitted a complete RFP which meets the specifications and requirements which are deemed by the City the most advantageous to and in the best interest of the City;
- To negotiate with one or more of the respondents;
- To waive any irregularities in any proposal; to select any proposal as the basis for negotiations; to negotiate with respondents for amendments or other modifications with proposals; and to conduct investigations concerning the qualifications of each respondent to obtain additional information deemed necessary to determine the ability of the respondent to carry out the obligations of the contract. This includes information needed to evaluate the experience and financial capability of the respondent.